The Staten Island Prairie Schooner Expedition to the Panama-Pacific Exposition 1915

BOX III

STATEN ISLAND

IN 1849

far-sighted
folks went West.

IN 1949

short-sighted
folks attempted
to take advantage of
the opportunities that are
revealed in this booklet.

BOROUGH OF RICHMOND

Staten Island

Richmond Borough

New York City

The place for you and your friends to *live.*

ALL THE BENEFITS OF SUBURBAN LIFE WITH CITY ADVANTAGES.

High Ground - Perfect Drainage - Good Water

BEAUTIFUL VIEWS
HEALTHFUL CLIMATE

Bathing Boating Fishing Golf Tennis

TWO HUNDRED AND TWENTY-FIVE MILES OF MACADAM AND PAVED STREETS.

PICTURESQUE DRIVES

Largest, Safest and Fastest Ferry Service in the World.

STATEN ISLAND

If you knew of a locality where

– Metropolitan
Suburban
and Rural
conditions
joined hands
for your
comfort and
convenience –

wouldn't you want to live there?

RICHMOND BOROUGH

STATEN ISLAND

THE SITE

OF YOUR HOME
IS ON STATEN ISLAND

THE SIGHT

OF YOUR LIFE
IS ON STATEN ISLAND
OVERLOOKING NEW YORK BAY
THE WORLD'S GREATEST HARBOR

PLENTY OF

SITES

FOR RESIDENTIAL
AND INDUSTRIAL PURPOSES
FOR THE

FAR-SIGHTED.

RICHMOND BOROUGH OF NEW YORK CITY

STATEN ISLAND

The School System
The Police System
The Library System
The Fire System

OF THE
GREATEST
CITY
IN THE
WORLD

increase the joy
of living on
Staten Island
without increasing
the cost.

RICHMOND BOROUGH OF NEW YORK CITY

STATEN ISLAND

There's only one reason
STATEN ISLAND homes are so cheap
That's because there's no

SUBWAY

connecting it with the other four boroughs of New York City.

This subway will be constructed before you get there, however, if you don't hurry up - and then the realty prices will soar

RICHMOND BOROUGH OF NEW YORK

Mr. Manufacturer:—

¶ Did you ever analyze the advantages and disadvantages of your location and compare them with other sites?

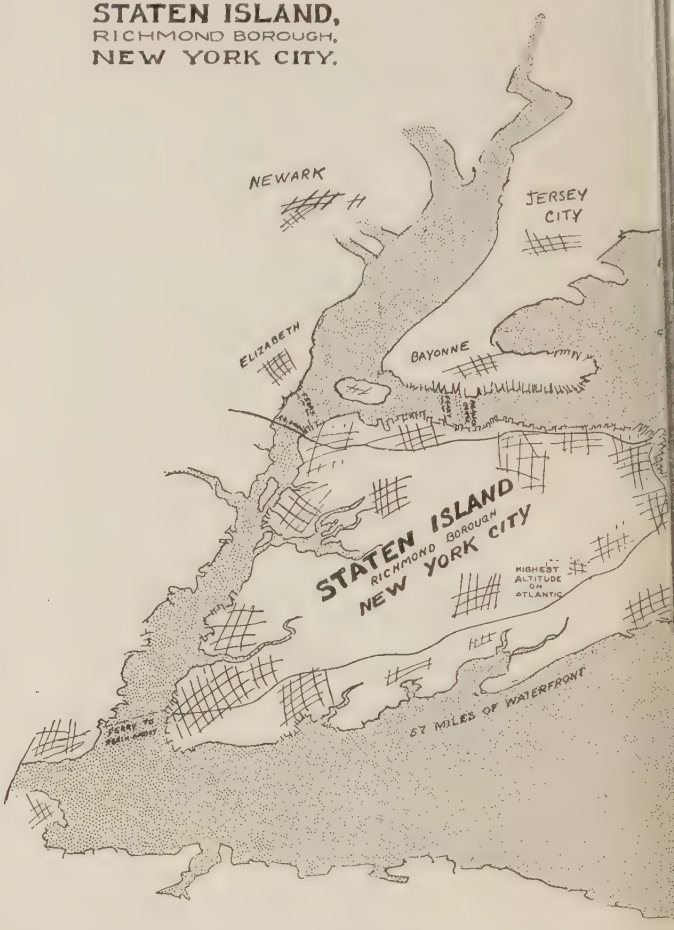
¶ If you have not, efficiency will some day demand it, and *then* you will understand why STATEN ISLAND is assuming such an important place in the industry and commerce of the United States.

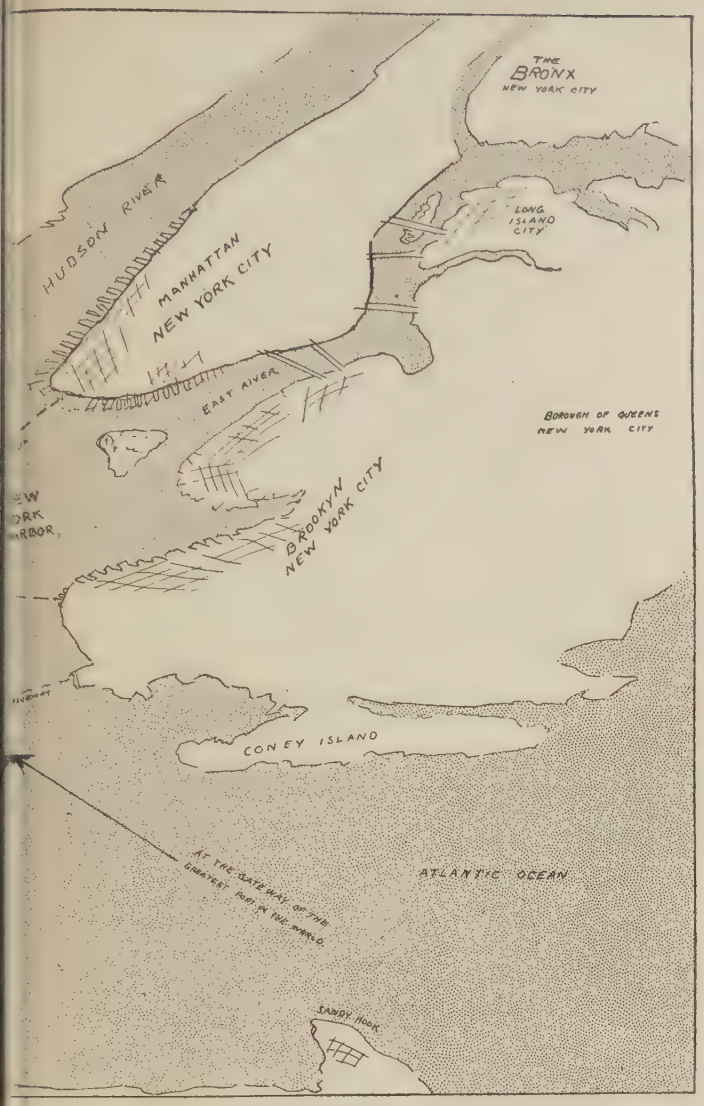
¶ Fifty-seven miles of waterfront—Cheap land for home-builders—Railroads connecting with the mainland—Large labor supply—Favorable freight rates—And a local market of Seven-Million people.

¶ ALL THE ADVANTAGES OF A GREAT CITY WITHOUT ITS INCONVENIENCES

Sketch of Bird's-eye View
of

STATEN ISLAND,
RICHMOND BOROUGH,
NEW YORK CITY.




THE
BRONX
NEW YORK CITY
HUDSON RIVER
MANHATTAN
NEW YORK CITY
LONG
ISLAND
CITY
EAST RIVER
BOROUGH OF QUEENS
NEW YORK CITY
BROOKYN
NEW YORK CITY
CONEY ISLAND
ATLANTIC OCEAN
SANDY HOOK

THE STATEN ISLAND CIVIC LEAGUE *AND* THE BOROUGH OF THE FUTURE.

Staten Island was settled in 1663. For two centuries and a half it dozed in peaceful solitude in the lower part of New York Bay. It rubbed its eyes in 1898 when it was incorporated in the City of Greater New York as the Borough of Richmond. In 1913 as the result of a great community get-together movement, it woke up.

When ninety-five thousand people suddenly find their "place in the sun," the spirit of organization is the first element of real communion of interest that manifests itself. The Staten Island Civic League was the result of that manifestation.

Seventeen hundred citizens and all the larger manufacturers and tradesmen make up its present membership. Firms like the Procter and Gamble Company, makers of Ivory Soap; the Standard Varnish Company, the American Linseed Company, the Staten Island Shipbuilding Company, Chas. D. Durkee & Co. and G. Siegle Company, color makers—all of them widely known in the

United States—have sufficiently realized the value of the Civic League as a power for commercial and social development to contribute to its support from $50 to $100 each for the year 1915.

The Civic League's work is comprehensive.

Its Social Service Department, organized and run by its women members for the purpose of investigating charity cases and federating all the charitable organizations, has developed into an efficient clearing house of information and is continually exerting itself to bring men and jobs together.

Its Committee on City Plan has so impressed the Board of Estimate of New York City with the desirability of a comprehensive plan of Borough Development, such as has been promulgated in cities like Baltimore, Chicago and Seattle, that all the facilities of this Board's standing Committee on City Plan have been placed at the Civic League's disposal.

Its Advisory Committee to the Borough President has promoted a cordial spirit of co-operation between the public and the Borough Administration and all matters of importance relating to public improvements are now fully discussed informally at the regular meetings of this committee before final action is taken. The committee is absolutely non-partisan and unofficial.

Its committee on transportation has promoted a similar spirit between the public and the municipal service corporations.

Its Legislative Committee performs effective work during the sessions of the New York Legislature by analyzing all bills affecting the Borough of Richmond directly or indirectly and registering its approval or disapproval with its representatives in Albany.

Its various committees on civic beautification have accelerated the movement for tree-planting and have made a thorough clean-up of the Borough an annual affair.

Its committees on social welfare have established social centers and supervised dancing clubs for the youth of the Borough.

It is evident from this outline that the Staten Island Civic League is an organization backed by a growing civic consciousness which realizes that community life is not an "aggregation of unrelated parts and functions, but a growth, a product, whose elements are virtually interwoven and interdependent."

The Staten Island Civic League is a member of the American Civic Association and of the Voters' Legislative Association. It is co-operating with the Merchants' Association of New York for the development of New York harbor and particularly in the movement to establish within the harbor a free port, within which goods may be transshipped, repacked or manipulated, and whence they may be reshipped, without the payment of customs duties.

Staten Island's "-ests."

Large*st* and old*est* Linoleum plant in America.
AMERICAN LINOLEUM COMPANY

Large*st* and old*est* Dyeing Establishment in America.
OLD STATEN ISLAND DYEING EST'T

HIGHEST ALTITUDE ON ATLANTIC SEABOARD.

Large*st* Terra Cotta Manufacturers in the world.
ATLANTIC TERRA COTTA CO.

Large*st* manufacturers of dental goods in the world.
S. S. WHITE DENTAL MFG. CO.

LARGEST, FASTEST AND SAFEST FERRY SERVICE IN THE WORLD.

Continued on page following.

Staten Island's "-ests"

Large*st* manufacturers of varnish in the world.
STANDARD VARNISH WORKS

Large*st* manufacturers of coal handling machinery in the world.
C. W. HUNT & CO.

NEWEST TYPE OF TROLLEY CARS IN UNITED STATES.

Large*st* soap manufacturers in the world.
PROCTER & GAMBLE

Large*st* manufacturers of water paints in the world.
THE MURALO CO.

DEEPEST WATERFRONT IN NEW YORK HARBOR, THE GREATEST PORT IN THE WORLD.

Large*st* dealers of imported woods in United States.
I. T. WILLIAMS & SONS

Large*st* State Bank in United States.
CORN EXCHANGE BANK

Staten Island's "-ests"

GREATEST PERCENTAGE OF MILEAGE OF GOOD ROADS IN ANY COUNTY IN THE UNITED STATES.

Large*st* marine hardware manufacturers in the world.
CHAS. D. DURKEE & COMPANY

Safe*st* dock warehouses in New York Harbor.
AMERICAN DOCK CO.

LARGEST AND SAFEST BUILDING LOAN COUNTY IN NEW YORK STATE.

Large*st* suburban weekly in United States.
THE RICHMOND COUNTY ADVANCE

Large*st* suburban department store in United States.
TOMPKINS

BEST AND CHEAPEST TELEPHONE SERVICE IN THE WORLD.

TENS OF THOUSANDS
of these booklets
are being distributed from the
PRAIRIE SCHOONER
leaving Staten Island in
FEBRUARY, 1915
to cross the continent to the
PANAMA-PACIFIC EXPOSITION
at San Francisco.

Further information regarding the advantages and possibilities of Staten Island may be obtained by addressing the secretaries of any of the following organizations:

THE
STATEN ISLAND CIVIC LEAGUE
CRABTREE BUILDING

THE CHAMBER OF COMMERCE
CORN EXCHANGE BANK BUILDING

THE BUSINESSMEN'S ASSOCIATION
KUTSCHER BUILDING

THE BOARD OF TRADE
CORN EXCHANGE BANK BUILDING

THE
RICHMOND COUNTY ADVANCE
ADVANCE BUILDING

STATEN ISLAND
NEW YORK CITY

Dear Sir:

Unless one thousand dollars is subscribed within the next ten days it will be necessary to abandon the Staten Island Prairie Schooner Expedition at St. Louis, Mo., and Staten Island will lose one of the best opportunities yet offered to advertise its advantages and possibilities throughout the country.

The expedition with its attending publicity from the newspapers, magazines, "movies" and the distribution of 100,000 booklets (one of which is enclosed herewith) has attracted greater and more desirable attention than any other community-advertising scheme yet undertaken.

Enclosed is a list of those who have already subscribed to the fund and made it possible for the schooner to reach Louisville, Kentucky, and although many of them have declared a willingness to make a further subscription rather than see this "Put--Staten-Island-On-The-Map-And-Boost-It" project fail because of lack of financial support, we believe that you as a public-spirited Staten Islander want to do your share toward boosting Staten Island.

This letter is being sent to 199 other Staten Islanders, and each of you is earnestly requested to subscribe $5.00.

The benefits to be derived from this trip are, to be sure, intangible and may at first appear to you as negligible, but when you realize that the entire town turns out to greet the wagon; the Mayor and other public officials commend Staten Island for its progressiveness; newspapers print pictures prominently displaying the lettering on the side of the wagon—STATEN ISLAND—and tell of the object of the trip—"to advertise the advantages and possibilities of Staten Island, the gateway of the greatest port in the world"; organizations give receptions and dinners to the outfit; and "Ten Flat," the reporter in charge of the expedition, makes speeches and gives out booklets urging people to come to Staten Island, you can appreciate the enormous amount of favorable publicity gained.

So far ten inquiries regarding home sites on Staten Island have been received directly traceable to the expedition, and as the outfit continues westward greater interest will be aroused.

When the wagon rolls into the exposition grounds at San Francisco practically every newspaper in the country will tell of the feat, and for months afterward there will be widespread comment on how Staten Island made itself known by sending a prairie schooner to the Fair.

Will you help to make this project a success by sending in your cheque for $5.00 as early as possible? Due acknowledgment will be made in the local press and a complete accounting of how the funds were expended will be sent to you at the close of the expedition.

In the event of an over-subscription a pro rata share of your donation will be returned to you, or the balance will be turned over to some worthy Staten Island charity.

Your prompt use of the enclosed blank and addressed envelope will be greatly appreciated.

J. K. SUMMERS, Chairman
EDWARD H. JOHNSON, Treasurer
CHRISTIAN P. STORBERG

Progress and successful developement of trade require co-operation.

THE PANAMA-PACIFIC PRAIRIE SCHOONER EXPEDITION

TO ADVERTISE STATEN ISLAND FROM COAST TO COAST

COMMITTEE

CHRISTIAN P. STORBERG
Treas. W.N.B. Br'ch, S.I. Civic League
Treas. W.N.B. Board of Trade
Mbr. S. I. Chamber of Commerce
Mbr. S. I. Businessmen's Ass'n

J. K. SUMMERS
Pres. S. I. Businessmen's Ass'n
Mbr. S. I. Civic League
Mbr. W. N. B. Board of Trade

EDWARD H. JOHNSON
Mbr. S. I. Civic League
Mbr. W.N.B. Board of Trade
Mbr. S. I. Businessmen's Ass'n

HEADQUARTERS:
ADVANCE BUILDING,
WEST NEW BRIGHTON. N. Y

Endorsed and
contributed to
by

BOROUGH PRESIDENT McCORMACK
S. I. CIVIC LEAGUE
S. I. CHAMBER OF COMMERCE
W. N. B. BOARD OF TRADE
S. I. BUSINESSMEN'S ASSOCIATION
and all far sighted
Staten Island businessmen

Above is a picture of Staten Island's Prairie Schooner which is crossing the continent to put Staten Island on the map. The expedition is regarded by advertising men and board of trade men throughout the country as the best community-advertising scheme yet undertaken.

Below is a list of those who have thus far subscribed to the fund for financing this trip:

The Advance	$200.00	Summers Supply Co.	5.00	Guy O. Walser	5.00
Allen-Wheeler Co.	10.00	S. I. Chamber of Commerce	25.00	Sid Smith	.50
John Boss	1.00	Theodore D. Spratt	10.00	Mrs. F. Bunge	.50
Clare H. Brown	5.00	Gray B. Sullivan	1.00	C. Deisler	.50
Andrew S. Barnes	1.00	M. Spiro	.50	James J. Nolan	1.00
W. M. Braman	1.00	Hotel St. George	10.00	Adolph Kraemer	1.00
Thos. C. Brown	25.00	C. R. Parmele, Jr.,	1.00	F. Gunther	.50
Bascher Bros.	1.00	Mary L. Cuddihy	5.00	M. C. Gallagher	.25
Harry H. Clercy	1.00	Otto L. F. Mohn	5.00	Oscar F. Frost	1.00
Castleton Motor Car Co	5.00	Peter Frohlin	1.00	Joseph Auchter	1.00
James Campbell	2.00	Jacob Frohlin	1.00	Anonymous	3.75
D. W. Clark	5.00	Richard O. Johnson	5.00	John Curley	1.00
E. Cossmann	10.00	George L. Egbert	5.00	Calumet Council, 31, Jr.O.U.A.M.	3.00
W. H. Carey	5.00	Charles Kuechmann	5.00	Good Intent Council, D. of A	2.00
John Cronin	1.00	Arthur G. Hastings	5.00	A. B. Coe Ass'n	1.00
C. D. Durkee	50.00	Geo. J. Brown	5.00	Dragon Club	5.00
J. S. Drake	10.00	J. K. Summers	2.00	Narragansett Club	10.00
Charles B. Dullea	5.00	Christian P. Storberg	5.00	S. I. Liquor Dealers' Ass'n	25.00
B. G. Eadie	5.00	Herman C. Shoch	2.00	F. Burger & Son	5.00
William Fink	5.00	Edward J Atwell	1.00	Blacksmith c/o James Wisely	1.00
Foggin & Son	3.00	James E. Grunert	5.00	George Fox	.50
Gregg Bros.	5.00	Frank L. Chappelle	2.00	George D. Geer	.50
C. E. Griffiths' Sons	5.00	William Schmidt	10.00	I. Galles	1.00
Frank S. Gannon	5.00	T. Irving Simonson	10.00	G. J. Hafstrom	10.00
Harry Hooker	2.00	S. I. Beach Land Improvement Co.	5.00	George A. Kaltenmeier	10.00
M. J. Hughes	2.00	John F. Smith	10.00	W. L. Stephens	5.00
William D. Hill	1.00	Frank W. Tompkins	10.00	C. G. Kolb	20.00
S. Haber	2.00	P. G. Ullman	10.00	James S. Laing	10.00
H. R. Hugot	10.00	W. S. Van Clief	2.00	Manhattan Carpet & Furniture Co.	5.00
C. W. Hunt Co.	50.00	Cornelius Vanderbilt	25.00	S. A. Moseman	2.00
M. M. Isaacs	1.00	F. A. Verdon	15.00	E. J. O'Connor	12.50
J. R. Jacobs	3.00	William Wheeler	5.00	Schutte Bros.	5.16
Jos. Johnson's Sons	5.00	James Wiseley	5.00	Schneider Coal Co.	5.00
Kelsey & Knight	5.00	William Einziger	10.00	S. I. Civic League	100.00
Francis F. Leman	5.00	Joseph Wild & Co.	1.00	A. P. Semler	5.00
John A. Lynch	7.00	H. J. Weisburg	1.00	C. A. Turpisch & Sons	5.00
M. McQuade & Co.	1.00	H. H. Worzell	10.00	Advance Advertising Service, 100,000 Booklets, printing, express-age, &c. (estimate)	1,000.00
John Milnes Co.	10.00	H. C. Wiseman	1.00		
Albert Meyer	5.00	Safran & Klein	.50		
E. R. Moody	10.00	S. Weiss	1.00		
Edward Marks	5.00	Mrs. Fred. Foggin	1.00		
Dr. P. K. Nichols	1.00	W. H. Mesier	.50	Louis Blum	
John Northmore	5.00	F. L. Beebe	.25	Bernard Mullin	
James Peterson	1.00	A. O. Kloss	.25	S. I. Business Men's Association	
Charles Rosenberg	5.00	George Fill	.50	Seguine-Runyon-Stiles	
Rubsam & Horrmann Brewing Co.	25.00	C. Linquist	.25	Henry Spruck & Sons	
Richmond Produce Co.	25.00	J. H. Dutting	.50	West New Brighton Board of Trade	
S. I. Rapid Transit R. R.	100.00	Emil Einziger	.50	Barret Nephews & Co.	
C. E. Simonson	10.00	V. Bartolini	.50	J. B. King Company	
	10.00	August Schurer	.50	J. E. Phillips	

Richmond Boro Advertiser
July 3, 1915

Prairie Schooner in Topeka.

Staten Island's Prairie Schooner expedition rolled into Topeka, Kansas, yesterday. Again the outfit consists of but two men—Ten Flat and Smiddie and two horses—the black (one of the original team that left Staten Island last February) and the grey mare—the result of a swap in Missouri.

At Kansas City, Mo., Christian Storberg was forced to abandon the trip because of ill health and return home. Mr. Storberg arrived at his home in West New Brighton last Friday, his health sufficiently improved to attend a meeting of the prairie schooner committee on Saturday.